PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Distribution

DATE: March 16, 1994

FROM: Marketing Information & Analysis/Bruce Neidle

SUBJECT: Basic Market Level Program Tracking

Attached please find a series of graphs which track the Basic Market Level Program. Scanning share and pricing data is through w/e 2/26/94 and Convenience store audit data is through w/e 2/19/94.

These graphs will continue to be updated weekly throughout the program period to track Basic's promotional performance and to monitor the continued protection of Marlboro.

Market level performance in scanning outlets (supermarkets, drug stores and mass merchandisers), convenience stores and the pricing data is derived from individual store level data aggregated into the geographic markets of the program.

Please note, beginning with this week's report, a series of charts are included which compare performance in the level 1 through 4 markets (aggregation) versus the balance of US (markets not included in levels 1-4).

Distribution:
R. Anise
D. Beran
C. Cohen
G. D' Alessandro
E. Gawronski
P. Fernandez
N. Lund
N. Nicholes
A. Sinha
M. Mahan
R. Mikulay

2060184000

Source: https://www.industrydocuments.ucsf.edu/docs/tjcy0004